TCEQ Logo Public Use Style Guide

Introduction

The agency began using the logo in 1993 when the agency was formed as the Texas Natural Resource Conservation Commission. "TNRCC" was replaced by "TCEQ" in the logo in 2002 when the legislature changed the agency's name to the Texas Commission on Environmental Quality.

Permission to Use the TCEQ Logo

The TCEQ has intellectual property rights in the TCEQ logo. No one may use the TCEQ logo without first gaining permission from the TCEQ's Agency Communications Division.

We only grant permission to individuals or organizations that are involved in a non-regulatory relationship with the TCEQ, such as:

- Co-hosting a symposium or another event
- Contracting, such as a Superfund site cleanup or scientific study

We do not grant permission outside this context (a non-regulatory relationship) because of the potential for confusion about the TCEQ's relationship with the organization or the possibility that the logo may appear to be an endorsement by the TCEQ.

Requests to use the TCEQ logo should be directed to the publishing manager in the TCEQ's Agency Communications Division at 512-239-0010 or by e-mail at <ac@tceq.state.tx.us>. Please be prepared to supply the name of the agency program contact with whom you are working.

Information About Web Site Linking

We do not grant permission to an entity in a non-regulatory relationship to use the logo as a graphic to link to the agency's Web site. However, we do encourage linking without the graphic, provided there is no fee for accessing the material and the link is displayed in the proper context.

Webmasters should be aware that the Texas Department of Information Resources has certain requirements for a Web site linking to a state-agency Web site, such as the TCEQ's. These policies reflect state law (1 Texas Administrative Code 206.54) and may be found at <www.dir.state.tx.us/standards/link_policy.htm>.

Once You Have Permission to Use the TCEQ Logo: Follow These Usage Guidelines

The TCEQ logo is a combination of text and art. The font is a custom creation. Never recreate the logo.

- Use the logo only in its entirety and without modification.
- Do not obscure any part of the logo by placing type, photographs, or other elements on top of it.

Official Logo Color Configurations (Example A)

The logo is either three-color, two-color, solid black, or a single solid color when used in a piece that is not four-color process (for example: if the piece uses blue and black inks, the logo can be in solid blue or solid black).

When using the three-color and two-color versions of the logo, consistency is essential. Official logo colors are PMS 287 blue, PMS 3288 green, and black. These specific colors should not be compromised for any reason when using the two- and three-color logo.

A. Official Logo Color Configurations

Three Color Logo

PANTONE® 287			
C: 100	M: 72	Y: 2	K: 12
R: 0	G: 51	B: 141	

PANTONE® 3288			
C: 100	M: 3	Y: 58	K: 16
R: 0	G: 133	B: 102	

Two Color Logo
(100% #287 and #3288)

Black Logo

One Color Usage
For demonstration, shown in PMS #314 (teal).

Correct:
in 100% color

Incorrect:
with a tint

On a Light or Dark Background (Example B)

Never "reverse-out" the TCEQ logo—it creates a black cloud effect. When placing the logo on a colored background, put a white box behind it to ensure that the cloud remains white. Using the logo gray-scale is acceptable only as long as the logo does not look washed out.

Reducing or Re-Scaling the Logo (Example C)

- Never reduce the logo to the point where any part of it is unrecognizable or unreadable.
- Never reduce smaller than 36 x 62 pixels at 72 ppi when used on the Web.
- Do not re-scale the logo vertically or horizontally. Always maintain its proper proportions.

Misuse

No one may use the TCEQ logo without our permission. Misuse of the TCEQ logo includes, but is not limited to:

- Using the logo to sell, advertise, market, or package a specific product.
- Using the logo to imply an endorsement by the TCEQ of an organization or its products or services.
- Using the logo on marketing materials, advertising, or product packaging/labels that can be viewed negatively by the public, including images or names that may be considered inflammatory or offensive.

Questions?

If you have any questions about the use of the TCEQ logo, or to request permission to deviate from official configurations in any manner, please contact the agency's publishing manager in the TCEQ's Agency Communications Division at 512-239-0010 or e-mail <ac@tceq.state.tx.us>.

B. On a Light or Dark Background

Grayscale Logo   Reversed Logo

Correct: *Incorrect:*
in box   *without box*

C. Reducing or Re-scaling the Logo